

## Message Text

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64

ACTION EUR-25

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PA-04 RSC-01 SIL-01 USIA-15 PRS-01 AGR-20 DRC-01 /096 W

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R 261450Z MAR 74

FM AMCONSUL MILAN

TO SECSTATE WASHDC 3538

INFO USDOC WASHDC

AMEMBASSY ROME

AMEMBASSY BELGRADE

AMCONSUL/THESSALONIKI 08

UNCLAS MILAN 0386

E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: VERONA JEEP FINAL REPORT

1. LIVESTOCK SUPPLIES & EQUIPMENT
2. VERONA INTERNATIONAL AGRICULTURAL FAIR MARCH 19-24
3. FIVE EXHIBITORS (SIXTH EXHIBITION, KALGLO ELECTRONICS NEVER APPEARED AT FAIR AND VARIOUS EFFORTS TO CONTACT THEM, BOTH THROUGH GERMAL SALES AGENT AND HOME OFFICE, PROVED A FAILURE).
4. SALES DURING SHOW - \$160,000
5. SALES PROJECTED SUBSEQUENT YEAR - \$1,600,000
6. ALL EXHIBITORS SEEKING EXREP.
7. 4 EXREPS APPOINTED DURING SHOW. ON LICENSEE AGREEMENT SIGNED.
8. 10 ADDITIONAL EXREPS AND 1 LICENSEE AGREEMENT EXPECTED NEXT 12 MONTHS.

9. NA.

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10. ESTIMATED NUMBER OF VISITORS TO FAIR 650,000 VISITORS TO US PAVILLION ESTIMATED AT BETWEEN 50-75,000 A DAY. IMPOSSIBLE TO REGISTER BECAUSE OF NATURE OF EVENT.

11. A) WYATT MANUFACTURING CO., SALINA, KANSAS. ON FLOOR SALES \$125,000. PROJECTED 12 MONTH SALES \$275,000. EXPECTS TO SIGN 4 SALES REPRESENTATION AGREEMENTS AND ONE LICENSEE AGREEMENT. PENETRAT-

ED GREECE, YUGOSLAVIA AND ITALY FOR 1ST TIME. SHOWED FEED MILL, FEED SYSTEM, GRAIN HANDLING AND CLEANING MACHINERY. THOMAS AIRD, PRESIDENT, WYATT MFG. WROTE "EXCELLENT OPPORTUNITIES AND WONDERFUL POTENTIAL...THIS SHOW WAS EXCELLENT. COOPERATION FROM AMERICAN PERSONNEL COULD NOT BE IMPROVED UPON...OVERALL IT WAS BETTER MANAGED THAN ANY AMERICAN FAIR I HAVE ATTENDED." CLEARED

B) FEARING MANUFACTURING CO., ST. PAUL, MINN., ON FLOOR SALES \$25,000. EXPECTED NEXT 12 MONTHS \$100,000. PENETRATED ITALY, GREECE, YUGOSLAVIA, LEBANON FOR 1ST TIME. EXHIBITED EAR AND NECK TAGS. APPOINTED AGENT DURING SHOW. W.W. PEDERSON, DIRECTOR OF MARKETING, WROTE "HELL OF A SHOW...WANT IN NEXT YEAR. GOOD US PERSONNEL...I'M DELIGHTED." CLEARED

C) FAIRFIELD ENGINEERING AND MANUFACTURING., FAIRFIELD, IOWA, ON FLOOR SALES \$8,000. PROJECTED NEXT 12 MONTHS \$500-1,000,000. SIGNED THREE SALES REPRESENTATION AGREEMENTS (FOR ITALY, AUSTRIA AND FRANCE) AND ONE LICENSEE AGREEMENT DURING SHOW. PENETRATED AUSTRIA, FRANCE, ITALY, LEBANON AND GREECE FOR 1ST TIME. EXHIBITED AEROB-A-JET MACHINERY FOR THE CONTROL OF ORGANIC WASTER. CLOYCE PALMER, PRESIDENT WROTE "VERY WELL PLANNED PAVILLION. EXTREMELY WELL MANAGED. THE GOOD PROSPECTS FOR DISTRIBUTOR AND LICENSE WERE HERE." CLEARED EXCEPT SALES FIGURES.

12. THE MTC'S FIRST ATTEMPT TO AN "OFFSITE" JEEP AND OUR FIRST "JOINT VENTURE" WITH THE USDA AT THE US PAVILLION AT THE VERONA INTERNATIONAL AGRICULTURAL FAIR PROVED AN IMMENSE SUCCESS, IN TERMS OF ON-FLOOR SALES, PROJECTED SALES, EXREP AGREEMENTS SIGNED AND PROJECTED AND EXHIBITOR'S REACTIONS. DESPITE FACT THAT VERONA FAIR HAD TO BE POSTPONED TWO DAYS BECAUSE OF THREATENED FARMER'S BLOCKADE (SMALL DEMONSTRATION DID OCCUR MARCH 20), FAIR (NOW IN 76TH YEAR) USUAL SUCCESS, ATTENDED BY ENORMOUS HORDES OF PEOPLE AND EVERYONE UNCLASSIFIED

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IN AGRICULTURE IN ITALY. LARGE NO. OF FOREIGN VISITORS ALSO VISITED EXHIBITION, HIGHLIGHTED BY GROUP OF 45 GREEKS AND 160 YUGOSLAVS, TRIPS ORGANIZED BY AMCONSUL THESSALONIKI AND AMEMBASSY BELGRADE. PRESS COVERAGE FOR SHOW, INCREASED BY NEWS OF POTENTIAL FARMER BLOCKADE, EXCELLENT WITH ITALIAN NATIONAL TV CARRYING SPECIAL ON FAIRFIELD ENGINEERING'S "AEROB-A-JET" ANTI-POLLUTION DEVICE ON NATIONAL NEWS AFTERNOON MARCH 24.

R EXREPS APPOINTED AT SHOW, INCLUDING ONE FRENCH AND ONE AUSTRIAN  
WITH ALL EXHIBITORS EXPECTING APPOINT EXREPS DURING NEXT SEVERAL  
MONTHS. EXHIBITOR REACTION EXTREMELY ENTHUSIASTIC WITH ONE EXHIBITOR  
(AGRA-TRONIX), VETERAN OF THREE JEEP'S, PRAISING COOPERATION AND  
ASSISTANCE OF BOTH USDOC AND FAS PERSONNEL AS "SECOND TO NONE".  
MTC APPRECIATIVE OF FINE ASSISTANCE RENDERED BY OFFICIALS AMEMBASSY  
BELGRADE AND AMCONSUL THESSALONIKI AND OF COURSE EXCELLENT COOP-  
ERATION WE RECEIVED ALL ALONG THE WAY FROM USDA OFFICIALS.FINA

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